

# ***NEWS RELEASE***

**FOR IMMEDIATE RELEASE**

October 2, 2015

**Press Release # 091515-02**

**Media Contact:**

Morgan Ash, Public Information Officer

Office: (830) 386-2590

Email: mash@seguintexas.gov



## **City invites citizens to complete survey for branding campaign**

SEGUIN, Texas – A campaign to “brand” the City of Seguin takes a step forward by asking citizens to complete a survey.

“The survey asks some great questions. The feedback we receive from the surveys will be used in the next phase of branding our community – basically, creating a citywide marketing strategy to reach visitors, businesses and potential new residents,” said Morgan Ash, Public Information Officer.

The Community Survey should only take a few minutes to complete, but everyone is encouraged to be as detailed and thorough as possible in your responses and comments.

City leaders recently hired a branding firm, ChandlerThinks, to create a cohesive identity for Seguin. The first step of the process was completed a few weeks ago, when a team spent three days in town. They conducted around thirty in-person interviews with people representing many sectors of the community. They also toured the city and hosted several focus groups.

**You can find the survey on the city’s website:**

**<https://www.surveymonkey.com/r/SeguinTXCommunitySvy>**

###

**About the City of Seguin**

Seguin, Texas is located along Interstate 10, about 35 miles east of San Antonio. Seguin is big enough to boast a top-rated university and a state-of-the-art hospital. More than 25,000 residents enjoy a range of cultural, recreational, and employment opportunities. Seguin’s robust diversified economy features a steelmaker, a manufacturer of automotive parts and plants making roadside mowing equipment and building materials.